

## Application for projects over \$500

Approved  
audit & apps center  
720109  
BanksOrganization Name MILES CITY CVBProject Name VIENNA BOYS CHOIRApplication Completed by JOHN LANEY

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

USE PRINT ADVERTISING FOR CONCERT PUT ON BY VIENNA BOYS CHOIR.  
IT IS OUR HOPE TO REACH OUT THE PEOPLE OUTSIDE THE AREA (NORTH & SOUTH DAKOTA)  
WYOMING) TO MAKE THEM AWARE OF THIS ONCE IN A LIFETIME EVENT

## Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

GOAL #1, 2, 3, 19 TELL OF ACTIVITIES IN TOWN, BENEFITS AREA BUSINESS, HELPS  
EVENT ORGANIZERS, OPPORTUNITY TO PARTNER WITH EVENTS IN MILES CITY.

Identify the portions of your marketing plan, which support this project.

SAME AS ABOVE

Does this project support the Strategic Plan? ☒ Yes ☐ No If so, describe how.

GOALS 1 & 4 #1 BY DRINKING OVERNIGHTERS THAT WILL SPEND MONEY  
THEN LEAVE, #4 BRING A CULTURAL (MUSIC) EVENT TO THE REGION.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached ☒ Yes ☐ No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

January 8, 2009

**Print Advertising Plan  
Vienna Boys Choir**

It is my plan to use approximately \$800.00 in print advertising in The Miles City Star Farmer/Rancher Supplement that has a circulation of most all of the eastern side of the state and into the Dakota's and Wyoming. It will hit concert attendees that will need to make this an overnight event.